



The Agile Approach at Consultwebs:

# Benefits for Law Firms





In this fast-paced digital world that we live in,

## **We have to adapt how we work as technology transforms**

the way we interact with colleagues and clients.

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This is especially true in the world of digital advertising, where traditional methods of promoting your brand are no longer suitable in the social media-led environment that is today's market.

Factors like such have propelled agile marketing as the increasingly popular method over the traditional waterfall approach.

**Let's take a closer look at this new approach.**

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## Advantages of The Agile Approach at Consultwebs

In today's data-driven world, agile marketing is by far the most profitable option for your dynamic digital advertising campaigns. Before diving into the benefits, let's quickly look at the difference between the traditional waterfall approach and the new dynamic Agile approach.

### The Waterfall Approach → Best for Highly-Structured Businesses



*"Waterfall marketing, traditionally, is the model for marketing, planning and execution that follows more traditional lines. It's more linear, sequential, the process flows steadily downward the waterfall fashion through pre-determined phases."*

- **Matt Smyers**, Senior Digital Advertising Advisor at Consultwebs

### The Agile Approach → Best for Highly-Dynamic Businesses



*"Agile marketing involves responding to change more than following a plan. It's geared towards helping the enterprise better address and respond to fast changing market conditions. It shortens the planning cycle from months and years, to days or weeks."*

- **Matt Smyers**, Senior Digital Advertising Advisor at Consultwebs



## Why Should Firms Adopt the Agile Approach at Consultwebs?



*"[With Agile] Firms will see their monthly budget being allocated to campaigns that are designed to increase their online presence and visibility. We're big believers in having our clients invest in those areas long-term because what we have seen over the years is that when they do so, they ultimately see a much better ROI from what we consider to be their short-term sales activation strategy."*

- Matt Smyers, Senior Digital Advertising Advisor at Consultwebs

### 1 | Greater customer satisfaction

When marketers can hone each campaign based on real-time data, previous results and market conditions, it ensures that all digital advertising efforts are continuously meeting changing needs.

### 2 | Maximizing your ad spend and capitalizing new advertising platforms

As an Agile agency we're constantly looking for new opportunities in different ad platforms and based on real-time campaign performance, market conditions, and results we're able to move your firm's dollars where they're bringing you the most profit. Beyond that, your firm will be able to leverage new up-and-coming advertising platforms and capitalize even more!



### 3 | Increasing your brand recall, visibility and...leads!

Ever remembered a brand because you simply saw them everywhere? That's the power of brand recall, it creates associations. One way your firm is able to boost its brand recall, visibility and overall leads is through Agile.

Besides reallocating your budget to a diverse number of advertising platforms, Agile focuses on setting up *multiple* campaigns on *multiple* ad platforms. In return, this means you'll be pretty much everywhere and by being everywhere your firm is creating stronger associations and eventually, capturing more leads from multiple sources.

### 4 | Greater ROI to your short-term sales activation strategy

Since the Agile approach deviates from a linear and rigid approach, the planning cycle shortens from months to years to weeks and days.

With that, your short-term sales activation through digital advertising efforts will yield a greater ROI.





## Maximize Your Digital Advertising Campaigns Today and Tomorrow

**Agile marketing does just that:** maximize your digital advertising investment today and tomorrow.



*"The advent of newer advertising platforms like Local Services Ads, is they do have a tendency to be quite volatile. Pay-per-click can be volatile too, it can be dependent upon market conditions. **We don't want our client's advertising dollars to sit unused and not be put to good use.** In a particular month, perhaps Local Services Ads may be down and you're not getting the same lead volume. **Agile gives us the flexibility to take those dollars, put them into play elsewhere where the client is still seeing value and they're constantly putting that money to its best use.**"*

- **Matt Smyers**, Senior Digital Advertising Advisor at Consultwebs



Want to find out how your firm can benefit from an agile marketing approach? Have any questions? Better yet, **want to see your firm's Agile Marketing in action?**

**Get in touch with the Legal Marketing Experts**

**Find Out More about All of the Services Consultwebs Offers**

